

CALL TO ORDER

The January 15, 2015, the regular meeting of the Destination Newport Committee was called to order at approximately 2:01 P.M. In attendance were Carrie Lewis, Steve Beck, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Bre Miller of Corvallis Knights, Rob Spooner of Oregon Coast Magazine, Jamie Rand

INTRODUCTIONS

No introductions were needed.

CONSENT CALENDAR

The consent calendar consisted of the following items:

- A. Minutes of the November 20, 2014, meeting;
- B. Review of Account, November and December

MOTION was made by Lewis, seconded by Rabourn, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

MEDIA CONSIDERATIONS

Committee reviewed Seattle Magazine proposal.

Committee reviewed the Valley Advertising proposal.

Bre Miller of Corvallis Knights reviewed promotions done by DNC last year. Corvallis Knights is proposing the same promotion for this season.

Committee reviewed PBS Travel & Wine proposal.

Committee reviewed 101 Things to Do proposal which is the same as last year.

Rob Spooner of Oregon Coast Magazine reviewed previous proposal and suggested the same for this year. The Back cover is available for about \$7,500.

Committee reviewed Wintercation Video Campaign. This is a TV commercial that will go along with promotion of the Wintercation event. 1 TV ad and 1 end card for \$2,500 or 2 TV ad and end card for \$5,000.

OTHER

Jamie Rand showed the new artwork that has already be placed on billboards so the committee could see how they look up. He also showed the ad running in1859. Committee was pleased with both campaigns.

The committee would like to see the Google Analytical Report see if the advertising is doing what the committee would like it to.

They discussed using different 1-800 numbers to track specific advertisements. Davis is going to look into that possibility further.

DISCUSSION AND ACTION

Committee choose to pass on PBS proposal for now.

MOTION was made by Beck, seconded by Lewis, to approve Corvallis Knights proposal for pocket schedule advert, between-inning promotion and in-stadium signage for \$2,500. The motion carried unanimously in a voice vote.

MOTION was made by Lewis, seconded by Rabourn, to approve the KCAL proposal of a minimum of 50 commercials running for six months starting in February on 5 radio station for \$350 per month. The motion carried unanimously in a voice vote.

MOTION was made by Beck, seconded by Lewis, to approve a ½ page ad on outside back cover plus a ½ page ad in the inside for 101 Things to Do for \$4,499 for the year. The motion carried unanimously in a voice vote.

Committee choose to pass on Seattle Magazine proposal.

MOTION was made by Rabourn, seconded by Beck, to approve a back cover ad in Mile by Mile Guide for \$7,500 if back cover is not available then an inside ½ page ad for \$3,072.75. The motion carried unanimously in a voice vote. Committee would like to use family ad for this medium.

MOTION was made by Rabourn, seconded by Lewis, to approve one TV ad for Wintercation for \$2,500. The motion carried unanimously in a voice vote.

Brief discussion was held on the Portland billboard opening from CBS Outdoor. It is an 8 week run for \$13,000. The committee decided to pass on this location. It is not the best location for DNC and the committee is out of money for these fiscal year.

MOTION was made by Beck, seconded by Rabourn, to cancel the February meeting unless an emergency should arise that would require a meeting. The motion carried unanimously in a voice vote.

Next meeting will be March 19, 2015.

ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:15 P.M.